

Article - Education

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§18–1905.1.

(a) (1) The Board shall develop and implement a marketing plan to increase participation in Maryland 529.

(2) (i) The marketing plan shall identify methods to increase general participation in Maryland 529.

(ii) The Board shall coordinate with the Board of Trustees of the Maryland Teachers and State Employees Supplemental Retirement Plans and local school systems, respectively, to identify methods to increase participation in Maryland 529 among:

1. State employees that participate in other State tax savings programs; and

2. Families of students in local school systems with lower rates of participation in Maryland 529 than the State population.

(b) On or before December 1, 2016, and every 3 years thereafter, the Board shall submit the marketing plan required under subsection (a) of this section to the Governor and, in accordance with § 2–1257 of the State Government Article, the Senate Budget and Taxation Committee, the Senate Education, Health, and Environmental Affairs Committee, the House Committee on Ways and Means, and the House Appropriations Committee.

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